

# Aldi Group in Retailing (World)

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## Abstracts

Aldi, which leads the discounters channel globally, saw slight growth partially due to the development of its international businesses. Aldi continues its push to modernise stores and improve its product offerings at home and abroad. This represents a measured effort to sustain the company's growth, a departure from its normally conservative attitude to change.

Euromonitor International's Aldi Group in Retailing (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Retailing industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**Product coverage:** Non-Store Retailing, Store-based Retailing.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

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Use five-year forecasts to assess how the market is predicted to develop.

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